

# Best Practices for Expanding Child Nutrition Programs in your Community

Vista 6 Room



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TO END HUNGER

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# Best Practices for Expanding Child Nutrition Programs in Your Community

May 5<sup>th</sup>, 2015  
Marisa Kirk-Epstein

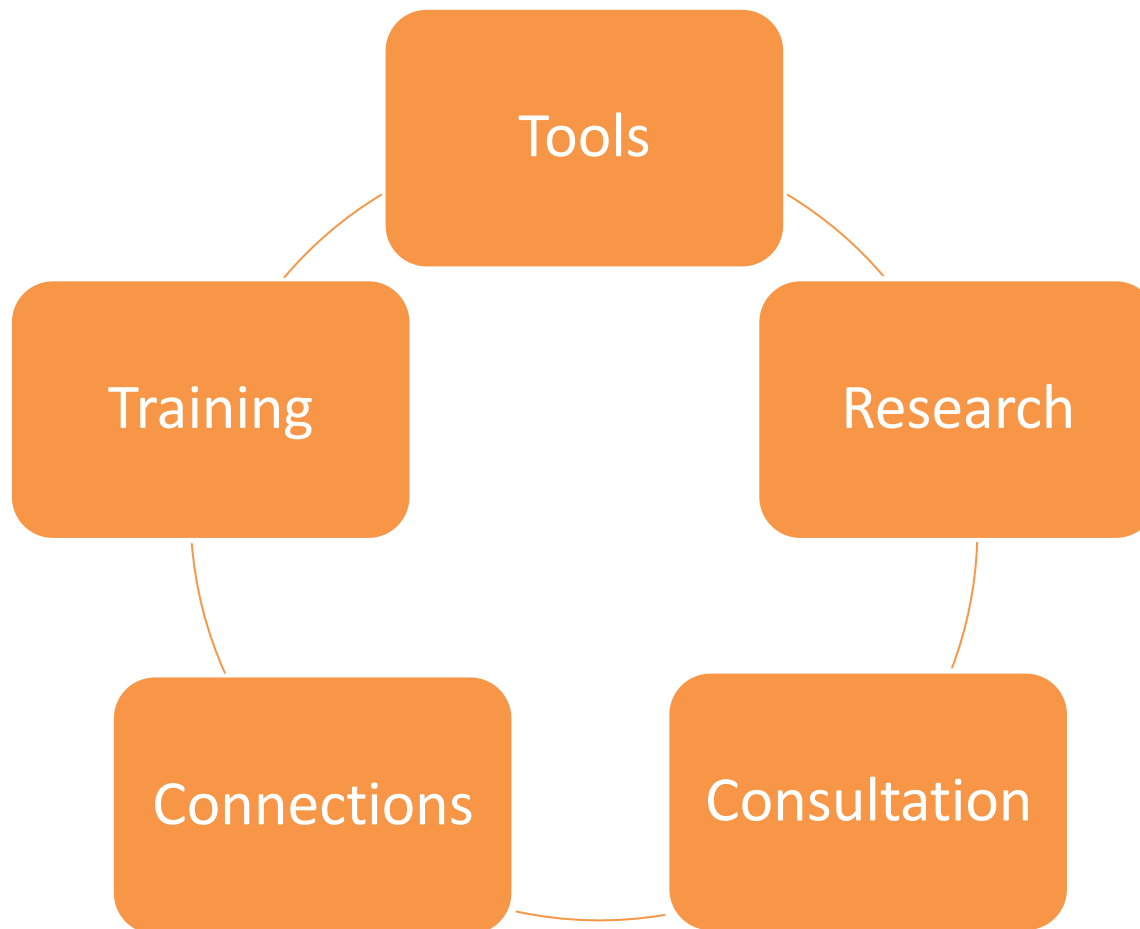


*center for* BEST  
PRACTICES

[BESTPRACTICES.NOKIDHUNGRY.ORG](http://BESTPRACTICES.NOKIDHUNGRY.ORG)

# No Kid Hungry Center for Best Practices

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# Helping Vulnerable Children Thrive

- ❑ Low-income children are at increased risk when school is not in session
- ❑ Structures in place during the school day to keep children healthy and safe
- ❑ Low-income families struggle to provide healthy food
- ❑ Afterschool and Summer Meals Programs connect children to the healthy food and programming they need to thrive all year long



## Summer Food Service Program (SFSP)

- Service during the summer months
- No programming required
- Higher reimbursement rates
- Two meal maximum

## At-Risk Afterschool Meals (CACFP)

- Goals
- Awareness
- Structure
- Meal patterns
- Area eligibility
- Location
- Target population

- Service during the school year after the school day ends
- Educational or enrichment programming required
- Lower reimbursement rates
- Supper/snack served



# 5 Reasons to Provide Year-Round Meal Service

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- ☐ Increase your staff capacity
- ☐ Streamlined policies in place for organizations already participating in one program.
- ☐ Reduced stress when you don't have to start and stop your program
- ☐ Requires less outreach
- ☐ Kids get the meals they need
- ☐ in safe spaces all year round



# Effective Program Models

Family League

YMCA

Meals on Wheels

## Family League of Baltimore

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- Program variety, available year-round
- Collaborative Partnerships
- Online Summer Meals Database
  - Adjust orders quicker
  - Decrease waste



## YMCA of Silicon Valley

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- Provides meal programs outside of the typical YMCA setting
- Partners with schools to provide afterschool suppers at the school's location
  - MOU with schools
- Focused on program sustainability by growing sponsorship numbers
- Mentorship program for smaller capacity partners
  - Two years of training and guidance
  - 12 of 22 sponsored organizations are now sponsors



## Horizons: A Family Service Alliance

- Meals on Wheels Program that expanded to serve summer meals
- Leverages funding from multiple types of sources
- Sponsors meals served in a variety of locations: mobile home courts, apartment complexes, libraries, parks and churches
- Strong volunteer network



# No Kid Hungry Resources for Sponsors

Center for Best Practices  
Nutrition Program Sponsor Center  
School Calculator  
Mobile Meals Playbook

Mobile Meals Calculator  
Summer Meals Outreach Toolkit  
Afterschool Meals Assessment  
Afterschool Meals Outreach Toolkit



# No Kid Hungry Center for Best Practices

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SCHOOL BREAKFAST

SUMMER MEALS

AFTERSCHOOL

EARLY CHILDHOOD

SNAP

FOOD SKILLS EDUCATION

SPONSOR CENTER

[View the State of Hunger Map »](#)



## Child Nutrition Program Grant Opportunities

Visit the newly expanded Child Nutrition Program Grants Page to learn about new opportunities for funding to support school breakfast, summer and afterschool meal programs.

[Grants Page](#)

# Nutrition Program Sponsor Center

<http://bestpractices.nokidhungry.org/nutrition-program-sponsor-center>

**NOKID HUNGRY** center for BEST PRACTICES

Home | About | News | Partner Forum | Search

SCHOOL BREAKFAST | SUMMER MEALS | AFTERSCHOOL | EARLY CHILDHOOD NUTRITION | SNAP | STATE/LOCAL CAMPAIGNS | HEALTHY FOODS

[View the State of Hunger Map »](#)

## Nutrition Program Sponsor Center

**SPONSOR CENTER HOME**

- MOBILE MEALS PLAYBOOK
  - About Mobile Meals
  - Mobile Meals in Action
  - Is Mobile Right for You?
  - Mobile Meals Calculator
  - Planning your Program
  - Best Practices for Mobile Operations
- SPONSOR SURVEY
- PROGRAM EXCELLENCE
- CODED FOUNDATION

**Guides/Toolkits**

- Mobile Meals Playbook Calculator
- Summer Food Service Program Skills Assessment
- Summer Meals Site Capacity Evaluation Tool
- [View More](#)

**Videos**

- Afterschool Meals Survey Webinar
- Mapping your way to No Kid Hungry Webinar
- Summer Meals Survey Webinar
- [View More](#)

**Welcome to the No Kid Hungry Sponsor Center!**

This site is designed to help organizations sponsoring Summer and Afterschool Meals programs better access tools and best practices for feeding more kids in their community. If you are a school, camp, local government agency or nonprofit organization looking to start a new program or improve your existing program, we



# Making Out of School Time Programs Work

[View the State of Hunger Map »](#)

## No Kid Hungry School Calculator

This is an interactive calculator that provides decision-makers in schools and districts with a business model to understand the financial feasibility of feeding students by maximizing three federal nutrition programs: school breakfast, afterschool meals and summer meals. Based on information entered, results will automatically populate to show users their annual estimated costs, reimbursements and increases in student participation for the meal programs.

### School Breakfast



Want to ensure that more students are starting their day off well-nourished and ready to learn? Rethinking school breakfast by serving it after the bell can help more students access breakfast and be ready to succeed in the classroom.

### Afterschool Meals and Snacks



Consider offering snacks and meals to your students, which is another opportunity to connect children with free, healthy food after the school day ends.

### Summer Meals



Schools are a trusted community location for families and children even when school is out for summer. Determine how your school can help students get the nutrition they need during the summer months.

[www.NoKidHungry.org/SchoolCalculator](http://www.NoKidHungry.org/SchoolCalculator)

# Mobile Meals Playbook

[SPONSOR CENTER HOME](#)

**MOBILE MEALS PLAYBOOK**

[About Mobile Meals](#)

[Mobile Meals In Action](#)

[Is Mobile Right for You?](#)

[Mobile Meals Calculator](#)

[Planning your Program](#)

[Best Practices for Mobile Operations](#)

[SPONSOR SURVEY](#)

[PROGRAM EXCELLENCE](#)

[SODEXO FOUNDATION SUMMER MEALS OUTREACH TOOLKIT](#)

[KEEPING IT HEALTHY](#)



## MOBILE MEALS PLAYBOOK

While we have made progress in reaching low-income children with food during the summer months, getting kids to summer meal sites can be challenging. Mobile meal programs can be a great way to serve kids in underserved communities, taking the meals to them instead of the other way around.

**No Kid Hungry Webinar:**

**The Playbook for Mobile Meals**

Join us for a [webinar](#) about this exciting new tool on *Tuesday, February 18, 2014 at 2:00pm ET*. [Register Today!](#)

### Why Mobile Meals Work:

- It is both costly and more of a liability to transport children to meal sites versus transporting meals.
- Parents have indicated an interest in these types of programs.
- Sponsors around the country have operated successful mobile programs.

**45% of low-income families cited "free summer meals are not offered at a convenient place"**

**38% cited transportation as a barrier**

# Summer Mobile Meals Calculator

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## Mobile Meals Calculator

Share Our Strength's [Summer Mobile Meals Calculator](#) to help you plan for all of the financial components of running a program. Use this automated tool to help you determine if a mobile program is feasible for your organization – and later to create a budget for your ongoing operations.

*"[The calculator] really does account for everything. I love that [it has] parameters and suggested costs set forth in the model. I wish this was available when we first started our program".*

Andrew Bauer, Hunger Free Heartland Program Manager



The calculator allows you to experiment with program variables (i.e., per meal price, number of meals served, days of operation, number of mobile vehicles) to understand the mix of funding and organizational resources needed to run your mobile meals program. Once you input your information the calculator will create a high-level budget, including both revenue and expenses. It will also show the impact of increased or decreased meal service on your bottom line.

Download the [Summer Mobile Meals Calculator](#) and get started today!

# Sodexo Foundation Summer Meals Outreach Toolkit

## SPONSOR CENTER HOME

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## SPONSOR SURVEY

## PROGRAM EXCELLENCE

### SODEXO FOUNDATION SUMMER MEALS OUTREACH TOOLKIT

Media Tactics

Outreach Tactics

Outreach Materials

Evaluating Your  
Efforts

Other Resources

## KEEPING IT HEALTHY

## Sodexo Foundation Summer Meals Outreach Toolkit



Summertime means food, friends and fun. For families who count on school breakfast and lunch, however, the summer months can be stressful and family food budgets have to be stretched even further. Free summer meals are available to kids and teens age 18 and under at thousands of summer meals sites across the country. These programs are more important than ever as more families are struggling to make ends meet.

In 2010, more than 21 million kids in the U.S. get free or reduced-price school lunch, just over 3 million of those kids get a free summer meal. During these tough economic times, free summer meals can help families save money and stretch their summer food budgets while giving their kids a chance to eat a healthy meal and stay active.

Thanks to the generous support of the Sodexo Foundation, Share Our Strength has developed this toolkit to help you get the word out through the media and outreach materials about summer meals programs in your city or state. The toolkit has simple instructions and easy-to-use templates to help your organization work with the media to promote summer meals programs, as well as outreach materials that you can tailor with tips to use in your community. Share Our Strength also released a report,

"Tackling Summer Hunger: Ensuring No Kid Goes Hungry When School is Out" highlighting what other states are doing to effectively increase participation in summer meals. This toolkit includes tips and templates for:



## Tools to find the need in your community

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- Feeding America's Map the Meal Gap <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>
- Food Research and Action Center's Summer Food Mapper <http://216.55.168.186/FairData/SummerFood/map.asp?command=scope&map=0>
- United States Department of Agriculture Food and Nutrition Service Capacity Builder <http://www.fns.usda.gov/capacitybuilder>

# Afterschool Meals Assessment Tool

## Afterschool

**AFTERSCHOOL MEALS  
HOME**

**AFTERSCHOOL MEALS  
OUTREACH TOOLKIT**

**NO KID HUNGRY  
SCHOOL CALCULATOR**

**INNOVATIONS IN  
AFTERSCHOOL MEALS**

**AFTERSCHOOL MEALS  
SURVEY FINDINGS**

**AFTERSCHOOL MEALS  
PROGRAM POLICY**

**ABOUT CACFP  
AFTERSCHOOL MEALS**

**AFTERSCHOOL MEAL  
PROGRAM  
ASSESSMENT TOOL**

**Back to School  
TOOLKIT**

### Assess whether the Afterschool Meals Program is a good fit for your program



#### Does your afterschool program...

- Serve children ages 18 and under?
- Provide care for children after school, on weekends, holidays, or school vacations during the regulation school year?
- Provide organized, regularly scheduled enrichment or educational activities?
- Have ability to receive and serve snacks and meals?
- Take place in a school or community site that is operated by a non-profit organization, or eligible for-profit organization?
- Meet state or local licensing and health and safety standards?
- Operate in an area where at least 50% of children are eligible for free or reduced-price meals?

# Afterschool Meals Outreach Toolkit

**AFTERSCHOOL MEALS HOME**

**AFTERSCHOOL MEALS OUTREACH TOOLKIT**

[Outreach to Families](#)

[Outreach to Afterschool Programs](#)

[Resources](#)

**NO KID HUNGRY SCHOOL CALCULATOR**

**INNOVATIONS IN AFTERSCHOOL MEALS**

**AFTERSCHOOL MEALS SURVEY FINDINGS**

**AFTERSCHOOL MEALS PROGRAM POLICY**

**ABOUT CACFP AFTERSCHOOL MEALS**

**AFTERSCHOOL MEAL PROGRAM ASSESSMENT TOOL**

**Back to School TOOLKIT**

## Afterschool Meals Outreach Toolkit

For many low-income families, providing healthy food at the end of the school day adds stress to already limited family budgets.

According to a 2013 survey conducted by Share Our Strength and APCO Insights, low-income families report tight household budgets, which make it difficult to provide nutritious food when school is out. In fact, a quarter of low-income parents surveyed worry that their children do not have enough to eat between school lunch and breakfast the following day. The At-Risk Afterschool Meals Programs connects children with the free healthy food they need in a safe, supervised location. For some kids, this is their best opportunity to access a healthy meal after the school day ends.

This toolkit provides schools, faith-based organizations and community organizations with best practices and template materials for raising awareness about your afterschool meals program to families in your community.

If you have any questions about the Afterschool Meals Outreach Toolkit or would like additional assistance, please contact Jillien Meier at [jmeier@strength.org](mailto:jmeier@strength.org).



[Outreach to Families](#) | [Outreach to Afterschool Programs](#) | [Resources](#)

# Child Nutrition Program Grant Opportunities

## Sponsor Center

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### PROGRAM EXCELLENCE

### CHILD NUTRITION PROGRAM GRANT OPPORTUNITIES

### SODEXO FOUNDATION SUMMER MEALS OUTREACH TOOLKIT

### KEEPING IT HEALTHY



## Child Nutrition Program Grant Opportunities

For organizations operating Child Nutrition Programs, including School Breakfast Program (SBP), Summer Food Service Program (SFSP), and the At-Risk Afterschool Meals Program, a grant can be leveraged to expand organizational capacity, invest in equipment, provide quality programming, and improve meal quality. Supplemental funding can play a vital role in program expansion- ensuring that every child has the opportunity to receive a free, healthy meal. Below is a compilation of existing grant funding, either directed at site programs and activities, meal programs, organization capacity, and program implementation.

*Please Note: This list is only a summary and provides a foundation for funding opportunities. Some of the listed grants have not yet released 2014 funding opportunities and some deadlines have already passed. Please check the organization's website for more information and additional opportunities.*

School Breakfast Programs | Summer Programming | Hunger Relief | Health and Education Services | Physical Activity | Services for Women and Children | Organizational Capacity Building | Capital Expenditures

## School Breakfast Programs

### 1 The School Superintendents Association (AASA)

Mini-grants to school districts to increase school breakfast participation through alternative serving methods, specifically Breakfast in the Classroom in elementary schools and/or Grab'N'Go. (e.g. kiosks, vending machines, second chance) in middle and high schools.

**Applications:** September 26, 2014

### 2 Fuel Up to Play 60

Funding to implement activities that lead to lasting change and improve physical activity and healthy eating options within the school environment.

**Applications:** November 5, 2014

### 3 Share Our Strength

Mini-grants to increase school breakfast participation through alternative serving models.





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## Questions?

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[mkirkepstein@strength.org](mailto:mkirkepstein@strength.org)



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**Thank you!**

[mkirkestein@strength.org](mailto:mkirkestein@strength.org)



**NO**KID  
**HUNGRY**<sup>®</sup>  
**SHARE OUR STRENGTH**

ILLINOIS



# No Kid Hungry Illinois



**How can we end  
childhood hunger in  
America?**

Share Our Strength works  
to ensure that every child  
has access to nutritious  
food where he or she  
lives, learns and plays.



# The Hunger Problem



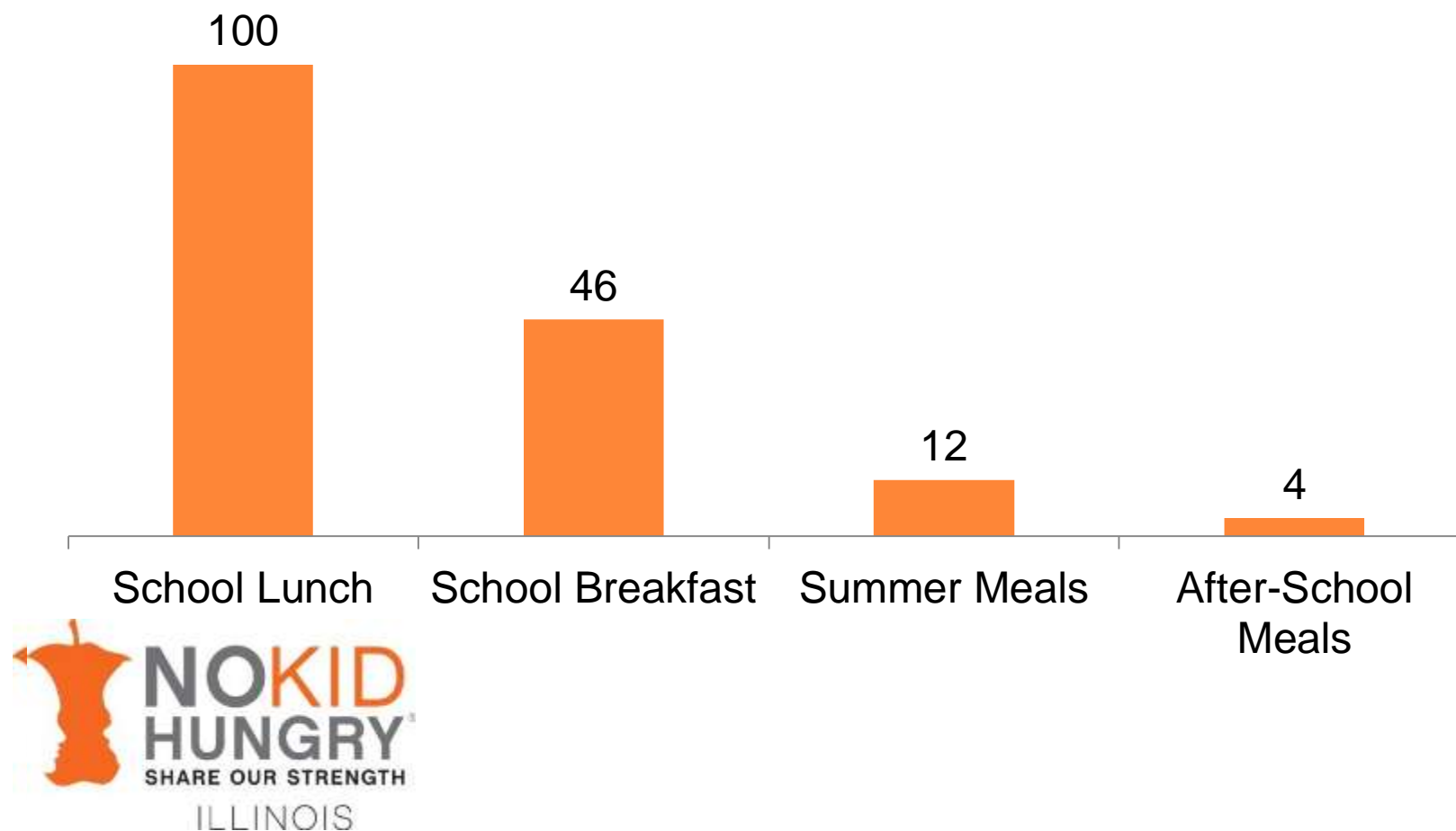
**1 out of 5 = 16 Million**  
Kids in America Struggle with Hunger



**661,950 children in Illinois**

# Child Nutrition Programs

## 2013 Illinois Program Participation





# Center For Best Practices

## Nutrition Program Sponsor Center

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#### SPONSOR SURVEY

#### PROGRAM EXCELLENCE

#### CHILD NUTRITION PROGRAM GRANT OPPORTUNITIES



### Welcome to the No Kid Hungry Sponsor Center!

This site is designed to help organizations sponsoring Summer and Afterschool Meals programs better access tools and best practices for feeding more kids in their community. If you are a school, camp, local government agency or nonprofit organization looking to start a new program or improve your existing program, we encourage you to check out our resources, including:

- New best practices for summer mobile meals programs

## Resources

### Guides/Toolkits

[NKH Summer Meals Calculator  
2015](#)

[Financial Management  
Presentation](#)

[Schools as Nutrition Hubs](#)

[View More](#)

### Outreach

[Connecticut Summer Meals  
Blitz 101 Toolkit](#)

[Afterschool Meal Flyer](#)

[Moving from Afterschool Snack  
to a Meal: It is easier than you  
think!](#)

### Reports/Case Studies



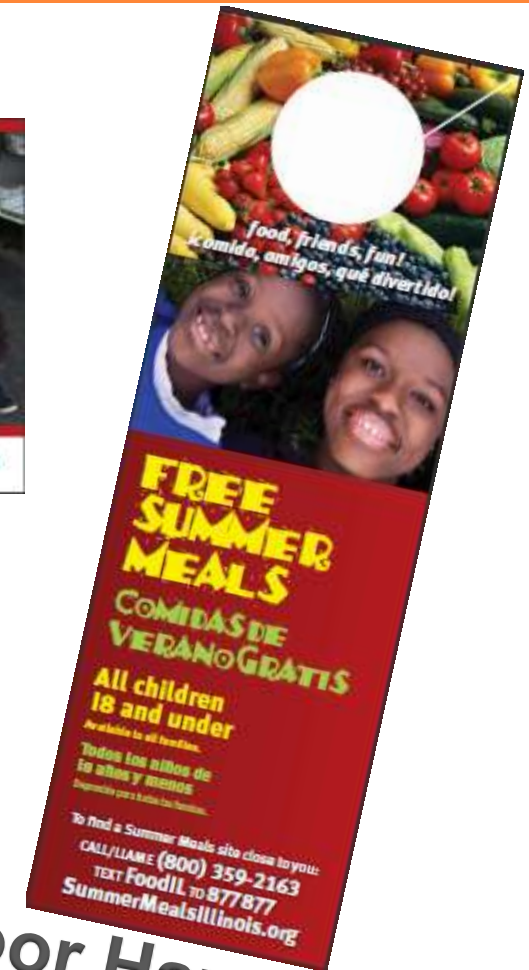
# Outreach Materials



Statewide  
Flyers



Postcards



Door Hangers



# Social Media



**Facebook: SummerMealsIllinois**



**Twitter: @SummerMealsIL**



# Social Media

**Text FoodIL to 877-877**

**Envie AlimentosIL a 877-877**

**Illinois Hunger Hotline:  
1-800-359-2163**





The Summer Food Program for 2014 is now completed.  
If you are in need of food, please see the resource section.

## Summer Food Illinois Web Feature



107 Million Meals Closer



### Myth:

Summer meals are only for young kids.



### Myth:

I have to sign my child up ahead of time.



### Myth:

I am taking a meal away from a child who needs it more.



## COMMUNITY ATMOSPHERE IN RIVERTON

Riverton is a community where a retiree loads up to six children in her car to get them to the nearest free meal. It's a community where the police department delivers food for kids every summer day. A community where...

## PARENTS GO DOOR-TO-DOOR TO RAISE AWARENESS FOR SUMMER PROGRAMS



# Kick-Off Events in Illinois

11 Events

8 Cities

5 Weeks



# Kick-Off Events in Illinois

## 8 Cities:

Carbondale

Chicago

Effingham

Johnston City

Marion

Peoria

Riverton

Rockford



Summer Meals Illinois shared Greater Chicago Food Depository's photo.

June 16

We had a great day for #SummerMeals today at Armour Square Park!

Food Depository distributing #summermeals to kids at Chicago's summer meal program kickoff this morning at Armour Square Park!





# Kick-Off Events in Illinois

The number one predictor of Summer Meals growth at kick-off sites was media involvement.



Summer Meals IL @SummerMealsIL · Jun 24

Southpaw from the Chicago White Sox is excited about Summer Meals!! Text "FOODIL" to 877-877 to find #SummerMeals



[View more photos and videos](#)

# Create Your Own Message!





Connect to our work:

School Breakfast

After-School Meals



<http://riseandshineillinois.org/>



# Thank You!



Connect with  
No Kid Hungry Illinois:

Suzy Lee

*Illinois No Kid Hungry*

[slee@gcfd.org](mailto:slee@gcfd.org)

or

773-843-2604

Diane Doherty  
Executive Director,  
Illinois Hunger Coalition



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TO END HUNGER

Time for Q&A!



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